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December 19, 2008

VIA EFS

Commissioner for Patents
MAIL STOP ISSUE FEE
P.O. Box 1450
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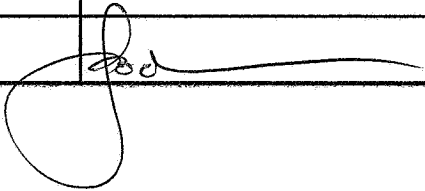
Re: Applicant: KOWALCHUK
Title: SYSTEMS AND METHODS FOR TARGETING
CONSUMERS ATTITUDINALLY ALIGNED WITH
DETERMINED ATTITUDINAL SEGMENT DEFINITIONS
Appln. No.: 10/821,516
Conf. No.: 9857
Art Unit: 3623
Filed: April 9, 2004
Docket No.: 08-165-US-P2

Dear Sir:

Enclosed is the following for filing in connection with the above-referenced application:

1. An executed Power of Attorney or Revocation of Power of Attorney with a New Power of Attorney and Change of Correspondence Address.

Please note that a Statement Under 37 CFR 3.73(b) is already of record.

CERTIFICATE OF AUTHORIZATION/ELECTRONIC FILING			
This paper (along with any referred to as being attached or enclosed) is being electronically filed with the U.S. Patent and Trademark Office by the below-named person under the authority of the undersigned agent/attorney of record on the date below.			
Name (Print/Type)	Jody L. Burtner		
Signature		Date	December 19, 2008


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The Director is authorized to charge any payment due in connection with this submission, or to credit any overpayment to Deposit Account No. 18-0582.

Very truly yours,

REED SMITH LLP

By 

Robert A. Muha
Attorney of Record
Reg. No. 44249